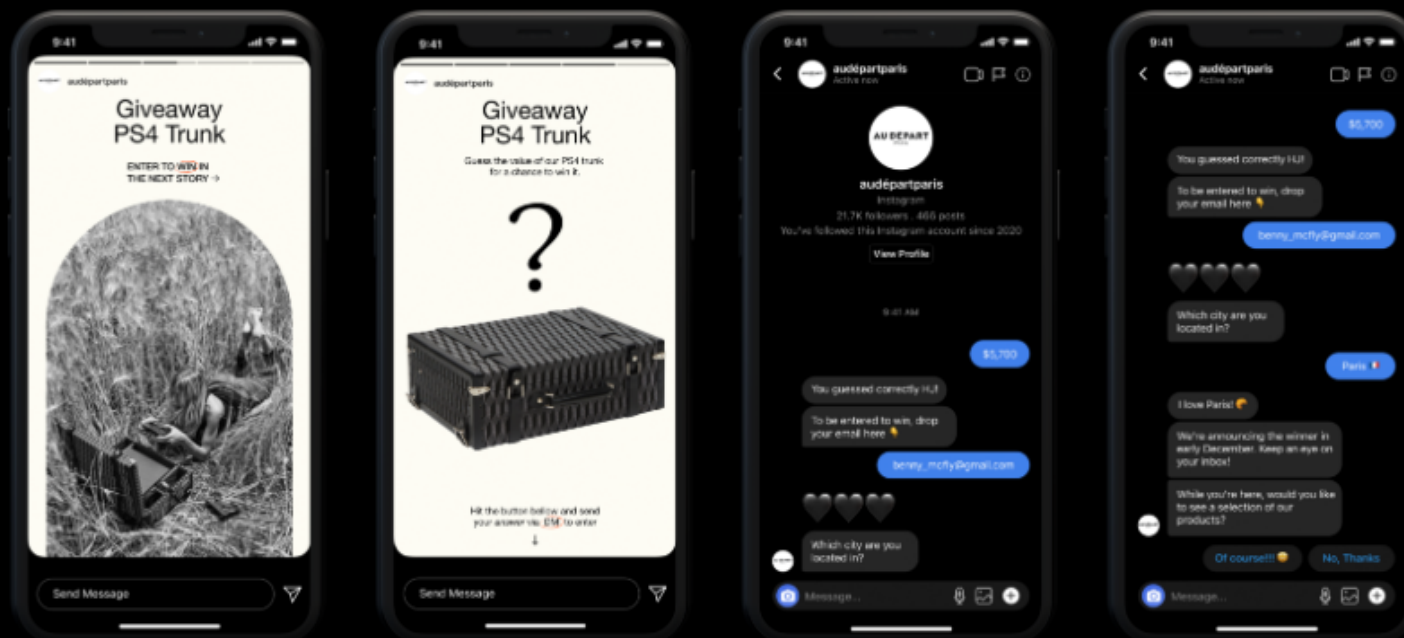


Au Départ x PS4 Trunk



Luxury Parisian trunk maker **Au Départ** has been in the business since 1834, but that doesn't mean their social presence has to be stuck in the past. With such high-end pieces, the brand's aim to deliver a holistic and white-glove experience at every touchpoint proved to be a challenge on their newly founded Instagram. Promoting their one-of-a-kind collector pieces that housed a backgammon and PS4, Au Départ kickstarted their digital presence with personalized DM campaigns, both growing their reach with engagement and capturing potential customers in a new and innovative way. Leading up to the store openings in key cities throughout 2023, **Au Départ has leveraged Drop to keep the conversation going, uncovering where their biggest fans are located in the world, and what most piques their interest.**